

Fashion Calendar 1947

JANUARY

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WEEK OF



FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, DECEMBER 12, 1947</u>			
Now Going On	SANTA PRESENTING GIFT BALLOONS Santa Claus, seated in his sleigh throne, will greet children on the 7th floor and present each child with a gift balloon. A staff of competent shoppers, identified by the Lord and Taylor rose, located on the 10th floor office, or 1st floor information booth, will aid in Christmas gift selection. Publicity: Gloria Carr, WI. 7-3300.	LORD AND TAYLOR	7TH FLOOR
Now Showing	TRADE SHOWINGS OF NEW COLLECTION Resort, Spring and Summer lines are being shown daily to the trade, from 9:30 A.M. to 5:30 P.M. Contact: Cleo Fouts Blake, PL. 3-7945.	ARPAD	1 EAST 54TH STREET SHOWROOM
Now Going On	SECOND EXHIBIT OF "FASHIONS IN FABRIC" Onondaga will be featured in the second exhibit of "Fashions In Fabric" - a two-weeks display, telling photographic story illustrated with new fabrics, charting process of fabric manufacture from yarn to finished product. Educational program for ready-to-wear buyers, stylists, fashion co-ordinators and press. Contact: Kenneth Williams, LO. 5-2626.	ARKAY JUNIOR; MARGOT DRESSES; JUNIOR FORMALS	498 SEVENTH AVENUE MARGOT SHOWROOM
Now Showing	TRADE SHOWING OF KNITTED WEAR Showing by Dorothy Smee, of The Estes Co., of knitted pullovers, cardigans, and suits by Arden Knit Wear Ltd., of Birmingham, England. For the trade, daily from 9:00 A.M. to 5:30 P.M. until Dec. 20. Contact: Dorothy Smee, CH. 4-4447.	ARDEN KNIT WEAR LTD. BIRMINGHAM, ENGLAND	GRACE DOWNS STYLE PAVILLION, 105 W. 40
Friday Dec. 12 8:45 A.M. Breakfast	UNVEILING OF CHRISTMAS WINDOWS Preview and unveiling of Lord and Taylor's Christmas windows in the mezzanine beneath the Fifth Ave. windows. Breakfast will be served. Attendance by invitation only. Publ.: Gloria Carr, WI. 7-3300, Ext. 421.	LORD AND TAYLOR	MAIN ENTRANCE
Friday Dec. 12 1:00 P.M.- 1:30 P.M.	FASHION SHOWING BY TELEVISION "Fashions in Christmas Cards" featuring Cecilia Staples on the "Eye For Fashion" television program, and "Letter to Santa" with toys by F.A.O. Schwartz. Producer: Lee Cooley of McCann-Erickson. Fashion Coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact: CI. 7-8300.	SWIFT & COMPANY	WNBT CHANNEL 4

WEEK BEGINNING MONDAY, DECEMBER 15, 1947

Monday Dec. 15 12:15 P.M. Luncheon	EDITORS TO DISCUSS RETAILERS' PROBLEMS Subject: "Problems Facing Retailers in 1948". Speakers: Earl W. Elhart, editor, Women's Wear; Godfrey Lebhar, editor, Chain Store Age; and Fred V. Cole, editor, Jewelers' Circular-Keystone. Price: members, \$2.50; non-members, \$2.75. For reservations, contact: Rhoda Robbins, MU. 5-8600.	AMERICAN MARKETING ASSOCIATION	HOTEL SHERATON LEXINGTON AVE. & 37TH
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Dec. 15 12:30 P.M. Luncheon	READY-TO-WEAR DIVISION MEETING "A Fashion Summary of Spring 1948--Crystallization Of Leading Trends, Illustrated By A Showing of Clothes From Important Spring Collections." Kay Sullivan, of Kay Sullivan Assoc., will report on Spring trends. Commentator: Adelia B. Ellis, Chmn, of Ready-To-Wear Div. Price \$3.50 for members; \$4.00 for guests (including tax and tip). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Monday Dec. 15 3:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF NEW TYPE OF MODEL A cocktail party and press preview of the Clyde Matthews Agency new type of model--"The Madonnas"--symbolizing the "new look", and opening of the new "Madonna Room" at Hutton's Restaurant, at Grand Central Palace Bldg. Selection of the first Madonna-of-the-Month by Matthews trade advisory board including Vyvyan Donner, Arthur William Brown, Russell Patterson, Hal Reiff and Florence Lustig. Madonna fashions by Miss Lustig. Attendance by invitation only. Publicity: Allen Roberts, MU. 7-8870.	CLYDE MATTHEWS AGENCY	HUTTON'S MADONNA RM 490 LEXINGTON AVENUE
Monday Dec. 15 7:00 P.M.	LECTURE: CONVENTIONS AND PERMANENT DISPLAY Ninth weekly advertising lecture in series of 18, with George Rolland, Jr., vice-president of Gardner Displays, discussing "Conventions and Permanent Display--Use In Advertising Campaign; Special Advantages; How To Save Pennies." Cost of each lectures: \$1.00. Contact: Advertising Women of N. Y., 1233 Sixth Avenue, CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Monday Dec. 15- Jan. 3	CHRISTMAS CARDS AROUND THE WORLD An exhibition of greeting cards from at home and abroad, interpreting the spirit of Christmas in regional color and design. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Dec. 15	BILL OF RIGHTS DAY (Monday).		
Dec. 15	FEDERAL INCOME TAX DUE--Last Payment (Monday).		
Tuesday Dec. 16 12:30 P.M. Luncheon	"DANCE BALLERINA!" FASHION SHOW Al Ostrander will introduce Merchandising Shows, Inc., at a luncheon fashion show with the rhythmic divertissement "Dance Ballerina!" featuring the new Ostrander projector. Members of the cast: Bruno of Spectator Sports; Capezio; Jo Copeland; Parfums Degas; Esther Dorothy Furs; Walter Florell; Ben Gam; Joel of Murry Hamburger; Tina Lesser; Mollie Parnis; Maurice Rentner; Pauline Trigere; hosiery by Artcraft; bags by Coblentz; jewelry by the Hammer Galleries; gloves by Wear Right; fabrics by American Silk Mills; Bianchini; Wesley Simpson; ballet coifs by Mr. Leo of Primrose House; special floral effects by Jack Kelly; Petite Ballerinas by Boris Novikoff. Narrators: Marya Morton, Lamont Johnson. Decor and lighting by Al Ostrander. Coordinated, written and directed by Mona Manet. Press by invitation. Public by reservation. For reservations, contact head-waiter, PL. 3-4600, Ext. 20. Contact: Hannah Linden, LO. 3-4022. Ritz Carlton Publicity: Marian Morrison, PL. 3-4600.	AL OSTRANDER (1475 BROADWAY)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Dec. 16 12:30 P.M. Luncheon	"CHRISTMAS FOR THE COLUMNISTS": LUNCHEON Special guests: Elsa Maxwell; Danton Walker of the Daily News; Earl Wilson of the New York Post; and Louis Sobol of the Journal American. Master of Ceremonies: Ben Grauer, who will ask questions on "What's wrong with advertising; What's good about advertising; Why I write a column; What Christmas means this year". Price: \$3.25. For reservations, contact: Mabel Blake, CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR
Tuesday Dec. 16 2:00 P.M.	YOUNG CLOTHES FOR THE HOLIDAYS Special preview of holiday fashions for juniors and teens. Contact: Bonwit Teller, EL. 5-6800.	BONWIT TELLER 721 FIFTH AVENUE	YOUNG 7TH FLOOR
Tuesday Dec. 16 7:30 P.M.- 9:30 P.M.	FINAL SESSION: FASHION TRAINING COURSE The final meeting of the Seventh Fashion Training Course will be an open discussion headed by a panel of speakers who will answer questions and give job advice on questions prepared in advance by the students. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	PRINCE MATCHABELLI CROWN ROOM (711 5TH)
Dec. 22	FIRST DAY OF WINTER (Monday, 11:43 A.M., shortest day of year).		
Dec. 25	CHRISTMAS DAY (Thursday)		
Saturday Dec. 27 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW Presentation of fashions for teen-agers by Saks 34th Street. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR DEBUTEEN SHOP
Monday Dec. 29 3:00 P.M.	SHOWING OF NEW JUNIOR FASHIONS Fashions for juniors will be presented by Saks 34th in their Younger Set Shop. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR
Beginning Monday Dec. 29	OPENING OF SPRING JEWELRY COLLECTION Coro will present their new Spring jewelry collection. By appointment. Contact: Ann R. Silver Assoc., MU. 7-8654.	CORO	47 WEST 34TH STREET SHOWROOM
Dec. 31	NEW YEAR'S EVE (Wednesday)		
Jan. 1	NEW YEAR'S DAY (Thursday)		
Friday Jan. 2 2:30 P.M.	PREVIEW OF ROMANTIC SPRING FASHIONS Special preview of romantic fashions for Spring, including hats, suits, daytime and evening dresses. Open to public. Contact: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Monday Jan. 5 4:00 P.M.	PRESS PREVIEW: NEW BRIDAL COLLECTION Jay Thorpe will present their new custom bridal collection. Attendance by invitation only. Publicity: Audrey Davis, CI. 7-4300.	JAY THORPE	6TH FLOOR BRIDAL DEPARTMENT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of Jan. 5	WARM WEATHER OPENINGS GUILD SHOE LINES Two groups of footwear will be featured at this opening: (1) Re-orders of Spring purchasing and a balancing of inventory for the peak Spring buying period; (2) Warm Weather styles for town, afternoon, cocktail, dinner and evening wear designed to "go with" the new in apparel. Shoes purchased at this opening period will be for late Feb., March and April delivery. The member firms of The Guild of Better Shoe Manufacturers are: Cangemi, Inc.; Thos. Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc. John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora) Palter de Liso, Inc.; Schwartz & Benjamin, Inc. (Custom-craft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; Reual, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Secy., 875 Fifth Ave., RE. 4-4888.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Tuesday Jan. 6 11:00 A.M.	PRESS PREVIEW: ADVANCE SPRING MILLINERY Florence Reichman will present her advance Spring millinery collection to the press, with showing followed by buffet luncheon. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Tuesday Jan. 6 2:30 P.M.	PRESS PREVIEW OF MILLINERY FASHIONS Lilly Dache will present her Spring millinery collection to the press. Attendance strictly by invitation. Publ.: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Tuesday Jan. 6 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING HATS Mme. Pauline will present a preview for the press of her newest collection of Spring hats during cocktails. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267	MME. PAULINE	6 EAST 53RD STREET SHOWROOM
Tuesday Jan. 6 5:00 P.M. and 8:30 P.M.	FIRST BOYS' WEAR INDUSTRY SHOWING "Life With Sons" or "Dress for the Occasion", with two performances-- the first at a cocktail party for the press and buyers, with showing at 6:00 P.M.; the second for buyers and manufacturers at 8:30 P.M. A fashion presentation of Boys' Wear, from his underwear to his knitted cap, showing the right clothes for boys from the age of 3 to the age of 18 for every occasion and every season. Given under the auspices of the BABA (Boys' Apparel Buyers' Assn.) as part of the program of their convention which opens at the Astor on Jan. 6 and runs until Jan. 8, with the co-operation of more than 150 manufacturers of boys apparel and clothing. Style Committee: Albert G. Ryden, Chmn.; Oscar Karrel of Lord and Taylor; Bernard Schacter, Bond Stores; Sol Fletcher, Sol Fletcher, Inc.; Wm. Mendelsohn, Louis Goldsmith, Inc.; Al Kellman, I. Jablow; Milton Winograd, Metro Pants Co.; and Robert Johnson, Albert Richard Co. Scenic designs: Gaspano Ricca. Technical director: Walter Armitage. Fashion commentator: Edyth Thornton McLeod. Production-promotion: Billie Gould, RH. 4-4854.	BOYS' APPAREL BUYERS' ASSOC.	HOTEL ASTOR ROOF GARDEN
Wednesday Jan. 7 9:30 A.M. Breakfast	SPRING MILLINERY FOR PRESS AND TRADE Spring millinery collection by Mary Goodfellow for press and trade during breakfast. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	MARY GOODFELLOW	SHERRY-NETHERLANDS VANITY FAIR ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 7 12:00 Noon Luncheon	FABRICS AND FASHIONS AT LUNCHEON SHOWING Presentation of Spring costumes created by leading designers in John Walther fabrics during a luncheon showing. Press and trade by invitation only. Publicity: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
Wednesday Jan. 7 12:30 P.M. Luncheon	PRESS PREVIEW OF SPRING HOSIERY Gotham will present their new Spring hosiery to the press during luncheon. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday Jan. 7 2:00 P.M.- 4:00 P.M.	"FROM CASABLANCA TO CALCUTTA" EXHIBITION The arts of North Africa, the Near and Middle East, with modern derivations in fabrics especially designed and based on Near Eastern museum sources. This trend setting exhibition of fabrics and fashion is being presented by Costume Institute at the Metropolitan Museum of Arts. Attendance by invitation only. Publicity: Lillian Green, RH. 4-7690.	COSTUME INSTITUTE: METTROP'N MUSEUM OF ARTS	5TH AVE. & 82ND ST.
Wednesday Jan. 7 4:00 P.M. Cocktails	PRESS SHOWING OF NEW MILLINERY Laddie Northridge preview of his new Spring and Summer millinery. Attendance strictly by invitation. Publ.: Elizabeth Maher Assoc., EL. 5-4246.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday Jan. 7 5:00 P.M.- 7:30 P.M.	"WOOL LEADS A DOUBLE LIFE" The show, given in conjunction with Universal Pictures, producers of the Ronald Colman-Signe Hasso film "Double Life", and McCall's Pattern Division, will consist of 19 garments in wool, an ensemble show ranging from sportswear to evening wear. Fabrics were obtained from mills and garments will be sold in 20 cities throughout the country...one store in each city. For press, trade, buyers from participating stores, and key personnel from participating mills. By invitation only. Publicity: Muriel Patchen, PL. 5-1861.	INTERNATIONAL WOOL SECRETARIAT	201 EAST 57TH STREET SALON
Wednesday Jan. 7 7:00 P.M. Dinner	"THE NEW LOOK IN DAYTIME FASHIONS" Annual fashion show by the Nat'l Assn. of House Dress Manufacturers, stressing the important labels in this field, and "The New Look in Daytime Fashions." Chairman: Bernard Poley. Fashion director: Bonnie Donahue. Attendance by invitation only. Contact: Rudi Lazarus, LA. 4-5550.	NATIONAL ASSN. OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Jan. 8 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Russeks will present new fashions during a luncheon show. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740. Press by invitation. Public by reservation. For reservations, contact: Miss Olsen, PL. 3-1740, Ext. 55.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Jan. 8 3:00 P.M.	PRESS PREVIEW: SPRING CUSTOM COLLECTION Mildred O'Quinn will present her Spring collection to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MILDRED O'QUINN	18 EAST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 8 4:00 P.M. Cocktails	PRESS SHOWING: SPRING AND SUMMER HATS Braagaard will present his new collection of Spring and Summer hats to the press. By invitation only. Contact: Burton M. Pell, PL. 3-0353.	BRAAGAARD	17 WEST 57TH STREET SALON
Thursday Jan. 8 4:00 P.M. Cocktails	PREVIEW: ANNUAL COTTON COLLECTION Jerry Parnis will present a preview of her annual cotton collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM
Week Of Jan. 12	TENTH NATIONAL PRESS WEEK Fashion editors from leading newspapers of the U.S. and Canada will be in N.Y. to see couture collections, to be shown daily. During the week of Jan. 19, market week for the Popular Priced Dress Mfrs. Group will be introduced for the first time, and the out-of-town press will extend their visit in order to report on these Spring and Summer budget clothes. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK CITY
Monday Jan. 12 3:30 P.M.	PREVIEW OF SPRING MILLINERY FASHIONS Showing of Spring hats by Lenesta at 3:30 P.M., to be followed by cocktails. By invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	LENESTA	SALON
Monday Jan. 12 4:15 P.M.- 7:00 P.M. Cocktails	ACCESSORIES SHOW FOR THE PRESS Semi-annual accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs--for local and out-of-town press at cocktail party. Showing promptly at 5:00 P.M. Attendance strictly by invitation. Publicity: Ann R. Silver Associates, MU. 7-8654.	ARIS; CORO; CRITERION; GLENTEX	WALDORF-ASTORIA JADE ROOM
Monday Jan. 12 7:00 P.M. Dinner	"THE FASHION FAIR-- SPRING PROLOGUE" Leader Enterprises, sponsors of The Fashion Fair, will present a dinner and trade executive show, where exhibitors who have signed for the second edition of The Fair (scheduled for Madison Sq. Garden in June, 1948) will show several items from their Spring lines. Producer: Leon Leonidoff, Radio City Music Hall. Attendance by invitation. Contact: Tauni de Lesseps or Jean Graham, PL. 3-1740, Room 208.	LEADER ENTERPRISES, INC.	WALDORF-ASTORIA GRAND BALLROOM
Monday Jan. 12 8:00 P.M.	FASHION SHOW FOR VISITING PRESS Maurice Rentner will present his new Spring and Summer fashions to the out-of-town press. By invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE 16TH FLOOR
Tuesday Jan. 13 8:00 A.M. Breakfast	NEW ACCESSORIES AT PRESS BREAKFAST New accessories for Spring and Summer will be shown to the out-of-town and local fashion press during breakfast. Attendance strictly by invitation. Publicity: Dora Miller, LO. 3-4285.	NAT'L WOMEN'S NECKWEAR AND SCARF ASS'N., INC.	PLACE TO BE ANNOUNCED
Tuesday Jan. 13 10:00 A.M. Breakfast	PRESS PREVIEW: SPRING AND SUMMER MILLINERY Press showing of Sally Victor's new millinery for Spring and Summer. (Showing for out-of-town press on Saturday, Jan. 17.) Attendance by invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 13 12:00 Noon Luncheon	SPRING SHOWING FOR VISITING EDITORS Spring and Summer collection of Varden Petites and Casuals, will be shown to out-of-town fashion press, followed by luncheon. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison Inc., MU. 3-1267.	VARDEN DRESS INC.	530 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 13 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER Spring millinery fashion presentation by the Millinery Stabilization Commission and Millinery Fashion Bureau, the semi-annual industry showing for buyers, retailers, and the fashion press. Reservations: Dinner and show, \$16.50 (including tax); Mezzanine, show only, \$8.50 (including tax). Show at 8:30 P.M. For tickets, contact: Millinery Stab. Comm., 1450 Broadway, LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Wednesday Jan. 14 7:45 A.M. Breakfast	SEMI-ANNUAL PRESS BREAKFAST The Millinery Fashion Bureau is once again inviting out-of-town editors to this semi-annual breakfast. Strictly for the press and strictly by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY FASHION BUREAU	HOTEL COMMODORE WEST BALLROOM
Wednesday Jan. 14 12:00 Noon Luncheon	FASHION SHOWING FOR VISITING PRESS Paul Parnes will present his Spring and Summer collection to the out-of-town editors, and will follow showing with luncheon. Attendance by invitation only. Publ.: Gladys Steiner, Lester Harrison, Inc., MU. 3-1267.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
Wednesday Jan. 14 4:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Laddie Northridge will present his Spring and Summer millinery collection to the out-of-town press. Attendance strictly by invitation. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday Jan. 14 4:30 P.M.- 6:00 P.M. Cocktails	COMBINED HAIR STYLES AND MILLINERY SHOW "Headed For Spring"--combined hair styles and millinery will be presented by Bernord Az Guro and Jeanne Tete at the Colony Restaurant. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	BERNORD AZ GURO; JEANNE TETE	COLONY RESTAURANT 667 MADISON AVENUE
Thursday Jan. 15 11:00 A.M. Buffet	ADVANCE SPRING MILLINERY SHOWING Walter Florell will present his advance Spring and early Summer millinery to the press. By invitation only. Publicity: Miss Jeanne, PL. 5-0806.	WALTER FLORELL	29 EAST 53RD STREET SALON
Thursday Jan. 15 12:30 P.M. Luncheon	BUDGET MILLINERY FASHION SHOW Presentation of Budget hats for Spring by the Millinery Stabilization Commission and Millinery Fashion Bureau. Luncheon tickets (including tax): \$15.00. Show at 1:30 P.M. (Exhibitors will be announced later.) For tickets, contact: Millinery Stab. Comm., 1450 Broadway, LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM

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Thursday Jan. 15 12:30 P.M. Luncheon	DUBARRY SUCCESS COURSE PRESS LUNCHEON Ann Delafield, director of the DuBarry Success Course, will invite local and out-of-town press to luncheon to introduce the new 1948 version of the DuBarry Success Course. By invitation only. Publicity: Olga Paracka, G. Lynn Summer Co., PL. 3-8730.	RICHARD HUDNUT	WILDORF-ASTORIA WEDGWOOD ROOM
Thursday Jan. 15 4:00 P.M.	WASHABLE CLOTHES FOR DAY AND SPORTS WEAR The annual show and party staged by Crown Soap 'n' Water Fabrics for manufacturers, press and retailers. This year's edition is entitled "What's New" and will feature unconditionally washable clothes for day and sports wear. Attendance strictly by invitation. Arrangements and invitations: Renee Powers, Crown Soap 'n' Water Fabrics, CA. 6-3131. Production and publicity: Peter McDonnell, Advertising House, Inc., MU. 8-0220.	CROWN SOAP 'N' WATER FABRICS	HOTEL PIERRE GRAND BALLROOM
Thursday Jan. 15 5:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Walter Florell will have a cocktail party for the out-of-town fashion editors to present his new millinery collection. Attendance by invitation only. Contact: Miss Jeanne, PL. 5-0806.	WALTER FLORELL	29 EAST 53RD STREET SAION
Thursday Jan. 15 5:00 P.M.	MALE-TESTED FASHION PARTY Cosmopolitan presents new fashions for active sports for male approval. Strictly by invitation. Show arrangement and publicity: Mrs. Kay Wister, Fashion Editor of Cosmopolitan, CO. 5-7300.	COSMOPOLITAN MAGAZINE	STORK CLUB
Friday Jan. 16 4:30 P.M.- 7:00 P.M. Cocktails	COCKTAIL BUFFET FOR VISITING PRESS Dan River will invite the out-of-town and local press to an informal cocktail buffet in the North Lounge atop the RCA Building at 30 Rockefeller Plaza. Attendance by invitation only. Publicity: Christine Ecker, John A. Cairns & Co., OR. 4-5600.	DAN RIVER MILLS	NORTH LOUNGE ATOP RCA BUILDING
Saturday Jan. 17 9:30 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS Sally Victor will have her semi-annual fashion show and breakfast for the out-of-town press. Attendance strictly by invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SAION
Monday Jan. 19 4:00 P.M. Cocktails	PRESS PREVIEW: "SPRING INTO SUMMER" MILLINERY Cocktail showing for the press of Emme's "Spring Into Summer" millinery collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	EMME	21 EAST 56TH STREET SAION
Tuesday Jan. 20 4:00 P.M.- 7:00 P.M. Cocktails	FASHION SHOW AND COCKTAIL PARTY Presentation of new fashions designed by Helen Cookman. Showing promptly at 4:30 P.M., for one-half hour. Attendance by invitation only. Publicity: Goold & Tierney, Inc., MU. 6-0509.	REEVES BROS., INC.	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 21 4:30 P.M. Cocktails	FASHION SHOW FOR VISITING PRESS Adler & Adler will present their Spring and Resort collection to the out- of-town press. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.	ADLER AND ADLER	550 SEVENTH AVE. SHOWROOM
Thursday Jan. 22 8:45 A.M.	PRESS PREVIEW: SHOES AND ACCESSORIES Showing of Frank Brothers' linen shoes and accessories. Coffee and brioche at 8:45 A.M. in the Studio, on the 6th floor. Showing promptly at 9:00 A.M. in the English Shop, on the 2nd floor. Attendance by invitation only. Publicity: Katherine Robinson, LO. 3-1633.	FRANK BROTHERS	9 EAST 57TH STREET
Thursday Jan. 22 1:00 P.M. Luncheon	LUNCHEON SHOW: COLORS IN COIFFURES "Symphony In Colors"--luncheon presentation of the latest colors in coiffures by John Hall. Press by invitation. Public by reservation. For reservations, contact Miss Olsen, PL. 3-1740, Ext. 55. John Hall Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	JOHN HALL	HOTEL PLAZA TERRACE ROOM
Beginning Monday Feb. 2	OPENING OF SPRING LINES These Summer showings are part of the Guild's seasonal alignment program, represented by 3 collections a year--Summer, in Feb.; Fall, in June; Resort and Spring, in Oct. Members of the Sportswear Guild include: ADLER & ADLER DAVIDOW DAVID M. GOODSTEIN Contact: Individual manufacturers.	THE SPORTSWEAR GUILD KANE-WEILL MUTUAL-ROSENBLOOM CHARLES W. NUDELMAN	MANUFACTURERS' SHOWROOMS ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES
Beginning Monday Feb. 2	FOGA TO SHOW SUMMER LINES February collections will be the only lines for the season, comprising, with the Spring and Fall, a permanent program of three seasons a year. Guild houses presenting Summer lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CAPRI FROCKS CARLYE DRESS DEITSCH, WERSBA & COPPOLA, INC. FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS, INC. SAMUEL KASS GOWNS, INC. DAVID LEONARD & LEVINE MARY LEE, INC. MORRIS & MARCUS	MANUFACTURERS' SHOWROOMS PARNIS-LIVINGSTON BEN REIG, INC. C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. JANET TAYLOR HANNAH TROY, INC.
Wednesday Feb. 4- Feb. 11	SCHEDULE OF PARIS COUTURE OPENINGS Couture showings in Paris are scheduled as follows: Feb. 4: Jean Desses Christian Dior, Lelong, Schiaparelli; Feb. 5: Balmain, Mad Carpentier, Lanvin, Patou; Feb. 6: Jacques Fath, Rochas; Feb. 7: Maggy Rouff; Feb. 9: Bruyere, Jacques Heim, Robert Piquet, Madeleine de Rauch; Feb. 10: Nina Ricci; Feb. 11: Worth.	CHAMBRE SYNDICALE DE LA COUTURE	PARIS, FRANCE

MUSIC...MOVIES...THEATRE

- Monday
Dec. 15- METROPOLITAN OPERA PRESENTATIONS, METROPOLITAN OPERA HOUSE, B'WAY & 39TH
Dec. 20 Mon., Dec. 15: DER ROSENKAVALIER (Strauss). Conductor: Max Rudolf.
Tues., Dec. 16: LUCIA DI LAMMERMOOR (Donizetti). Conductor: Pietro Cimara.
Wed., Dec. 17: CARMEN (Bizet). Conductor: Louis Fourestier.
Thurs., Dec. 18: LA GIOCONDA (Ponchielli). Conductor: Emil Cooper.
Fri., Dec. 19: CAVALLERIA RUSTICANA (Mascagni); PAGLIACCI (Leoncavallo).
Sat., Dec. 20: (Mat.) MANON (Massenet). Conductor: Louis Fourestier.
Sat., Dec. 20: (Eve.) THE MAGIC FLUTE (Mozart). Conductor: Fritz Stiedry.
Publicity: Margaret Carson, PE. 6-1200.
- Wednesday
Dec. 17 PREMIERE: "DAISY KENYON" (Movie) ROXY THEATRE 7TH AVE. & 50TH STREET
20th Century Fox presents a romantic drama about a woman in love with two men, starring Joan Crawford, Dana Andrews, Henry Fonda, Ruth Warrick and Martha Stewart. Produced and directed by Otto Preminger. Settings: Thomas Little and Walter M. Scott. Costumes: Charles LeMaire. Publicity: Jeanette Sawyer, CO. 5-3320.
- Wednesday
Dec. 17 PREMIERE: "PIRATES OF MONTEREY" (Movie) LOEW'S CRITERION, B'WAY & 45TH
Universal's romance of early California in technicolor, starring Maria Montez, Rod Cameron, Mikhail Rasumny, Philip Reed, and Gilbert Roland. Producer: Paul Malvern. Director: Alfred Werker. Settings: Russel A. Gausman and Leigh Smith. Costumes: Travis Banton. Publicity: Al Horwits, PL. 9-8000.
- Monday
Dec. 22 OPENING: "CRIME AND PUNISHMENT" NATIONAL THEATRE 41ST. WEST OF B'WAY
Robert Whitehead and Oliver Rea present Rodney Ackland's dramatization of the Dostoyevsky classic starring John Gielgud, with Lillian Gish, Alexis Minotis, Alice John, Sanford Meisner, and E. A. Krumschmidt. Director: Theodore Komisarjevsky. Settings: Paul Sherriff. Costumes: Lester Polakov. Radio exploitation: Maxine Keith, LA. 4-2697. Publicity: Barry Hyams, MU. 3-3544 or PL. 3-0820.
- Thursday
Dec. 25 PREMIERE: "THE FUGITIVE" (Movie) VICTORIA THEATRE B'WAY & 46TH STREET
RKO release - John Ford and Merian C. Cooper presentation of Argosy Pictures' drama of religious turmoil in Mexico, adapted from the novel by Graham Greene, starring Henry Fonda, Dolores Del Rio, Pedro Armendariz, J. Carrol Naish and Leo Carrillo. Art director: Alfred Ybarra. Publicity: Rutgers Neilson, CO. 5-6500.
- Thursday
Dec. 25 PREMIERE: "TYCOON" (Movie) PALACE THEATRE B'WAY & 47TH STREET
RKO Pictures' adaptation of the novel by C. E. Scoggins with John Wayne, Laraine Day, Sir Cedric Hardwicke, Judith Anderson, James Gleason, and Anthony Quinn. Producer: Stephen Ames. Director: Richard Wallace. Settings: Darrell Silvera and Harley Miller. Costumes: Michael Woulfe. Publicity: Rutgers Neilson, CO. 5-6500.
- Thursday
Dec. 25 PREMIERE: "BAMBI" (Movie) REPUBLIC THEATRE 1662 BROADWAY
RKO Pictures release of Walt Disney's technicolor production of the story by Felix Salten about a deer. Music: Frank Churchill and Edward H. Plumb. Art direction: Thomas H. Codrick. Publicity: Rutgers Neilson, CO. 5-6500.